

Q2 FY27

EARNINGS PRESENTATION

CANADA GOOSE

DISCLAIMER

GENERAL

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FORWARD-LOOKING INFORMATION

This presentation contains forward-looking statements within the meaning of applicable securities laws, including statements relating to our fiscal 2027 financial outlook, the related assumptions included herein, the execution of our proposed strategy, and our operating performance and prospects. These forward-looking statements generally can be identified by the use of words such as “believe,” “could,” “continue,” “expect,” “estimate,” “may,” “potential,” “would,” “will,” and other words of similar meaning. Each forward-looking statement contained in this presentation is subject to substantial risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such statement. Applicable risks and uncertainties include, among others, the impact on our operations of the current global economic conditions and their evolution and are discussed under “Cautionary Note regarding Forward-Looking Statements” and “Factors Affecting our Performance” in our Management's Discussion and Analysis ("MD&A") for the year ended March 29, 2026 and for the second quarter ended September 27, 2026, as well as under “Risk Factors” in our Annual Report on Form 20-F for the year ended March 29, 2026. You are also encouraged to read our filings with the SEC, available at www.sec.gov, and our filings with Canadian securities regulatory authorities available at www.sedarplus.ca for a discussion of these and other risks and uncertainties. Investors, potential investors, and others should give careful consideration to these risks and uncertainties. We caution investors not to rely on the forward-looking statements contained in this presentation when making an investment decision in our securities.

The fiscal year 2027 financial outlook discussed in this presentation also constitutes "financial outlook" within the meaning of applicable securities laws and is based on a number of assumptions and subject to a number of risks. The purpose of this outlook is to provide a description of management's expectations regarding the Company's annual financial performance and may not be appropriate for other purposes. Actual results could vary materially as a result of numerous factors, including certain risk factors, many of which are beyond the company’s control. Please refer to our earnings release dated November 5, 2026 for more information on the assumptions underlying our fiscal year 2027 outlook.

Although we base the forward-looking statements contained in this presentation on assumptions that we believe are reasonable, we caution readers that actual results and developments (including our results of operations, financial condition and liquidity, and the development of the industry in which we operate) may differ materially from those made in or suggested by the forward-looking statements contained in this presentation. Additional impacts may arise that we are not aware of currently. The potential of such additional impacts intensifies the business and operating risks which we face, and these should be considered when reading the forward-looking statements contained in this presentation. In addition, even if results and developments are consistent with the forward-looking statements contained in this presentation, those results and developments may not be indicative of results or developments in subsequent periods. As a result, any or all of our forward-looking statements in this presentation may prove to be inaccurate. No forward-looking statement is a guarantee of future results. Moreover, we operate in a highly competitive and rapidly changing environment in which new risks often emerge. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. Consequently, all of the forward-looking information contained herein is qualified by the foregoing cautionary statements. You should read this presentation and the documents that we reference herein completely and with the understanding that our actual future results may be materially different from what we expect. The forward-looking statements contained herein are made as of the date of this presentation (or as of the date specifically indicated therein), and we do not assume any obligation to update any forward-looking statements except as required by applicable laws.

DISCLAIMER

PRESENTATION OF FINANCIAL INFORMATION

On August 10, 2026, the Company closed the sale of Baffin Limited, reflecting the Company's continued focus on simplifying the business and on its key strategic priorities. As a result, the financial results are presented on a continuing basis, excluding Baffin discontinued operations, and prior periods have been reclassified accordingly.

NON-IFRS FINANCIAL MEASURES AND OTHER SPECIFIED FINANCIAL MEASURES

This presentation includes references to certain non-IFRS financial measures such as adjusted EBITDA, adjusted EBIT, adjusted net income (loss) attributable to shareholders of the Company, net debt and constant currency revenue and certain non-IFRS ratios such as adjusted EBIT margin and adjusted net income (loss) per basic and diluted share attributable to the shareholders of the Company. These financial measures are employed by the Company to measure its operating and economic performance and to assist in business decision-making, as well as providing key performance information to senior management. The Company believes that, in addition to conventional measures prepared in accordance with IFRS, certain investors and analysts use this information to evaluate the Company’s operating and financial performance. These financial measures are not defined under IFRS nor do they replace or supersede any standardized measure under IFRS. Other companies in our industry may calculate these measures differently than we do, limiting their usefulness as comparative measures.

This presentation also includes references to DTC comparable sales (decline) growth and inventory turnover which are supplementary financial measures. Unless otherwise noted, non-IFRS financial measures presented herein reflect continuing operations only, with amounts attributable to discontinued operations in connection with the Baffin Sale excluded from both current and comparative periods.

Adjusted EBIT, adjusted EBIT margin, adjusted net income attributable to shareholders of the Company, and adjusted net income per basic and diluted share attributable to shareholders of the Company. These measures exclude the impact of certain non-cash items and certain other adjustments related to events that are non-recurring or unusual in nature, that we believe are not otherwise reflective of our ongoing operations and/or that make comparisons of underlying financial performance between periods difficult. We use, and believe that certain investors and analysts use, this information to evaluate our core financial and operating performance for business planning purposes, as well as to analyze how our business operates in, or responds to, swings in economic cycles or to other events that impact the apparel industry.

DISCLAIMER

CONSTANT CURRENCY REVENUE

Constant currency revenue is calculated by translating the prior year reported amounts into comparable amounts using a single foreign exchange rate for each currency calculated based on the current period exchange rates. We use, and believe that certain investors and analysts use, this information to assess how our business and geographic segments performed excluding the effects of foreign currency exchange rate fluctuations.

NET DEBT

We define net debt as cash less total borrowings and lease liabilities. We use, and believe that certain investors and analysts use non-IFRS financial measure to determine the Company's financial leverage and ability to meet its debt obligations.

DTC COMPARABLE SALES (DECLINE) GROWTH

DTC comparable sales (decline) growth which is a supplementary financial measure defined as a rate of growth or decline of sales on a constant currency basis from e-Commerce sites and stores which have been operating for one full year (12 successive fiscal months). The measure excludes store sales from both periods for the specific trading days when the stores were closed, whether those closures occurred in the current period or the comparative period. The DTC comparable sales metric reported by the Company may not be equivalent to similarly titled measures presented by other companies.

INVENTORY TURNOVER

Inventory turnover is a supplementary financial measure defined as the ratio of rolling 12-month cost of goods sold to average inventory, calculated as the average inventory balances for the last five quarters. The measure is used to assess inventory management efficiency and the rate at which inventory is sold and replenished. The inventory turnover metric reported by the Company may not be equivalent to similarly titled measures presented by other companies.



DANI REISS

Chief Executive Officer



NEIL BOWDEN

Chief Financial Officer



CARRIE BAKER

President, Brand & Commercial



BETH CLYMER

President, Chief Operating Officer



DANI REISS

Chief Executive Officer

FY27 STRATEGIC PRIORITIES



DEEPEN BRAND DESIRE AND TRANSLATE MOMENTUM INTO DEMAND



BUILD A REPEATABLE PRODUCT PLAYBOOK



IMPROVE CHANNEL PRODUCTIVITY AND CAPITAL EFFICIENCY

DEEPEN BRAND DESIRE AND TRANSLATE MOMENTUM INTO DEMAND

Natural Intelligence, our new brand platform, drove reach and brand engagement that exceeded benchmarks

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Expanded cultural relevance through collaborations with Keanu Reeves and ARCH Motorcycle Racing, and Ewan McGregor's TRUE WIND documentary

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Brand awareness, consideration, and desire improved Y/Y in markets, including UK, France and Mainland China





BUILD A REPEATABLE PRODUCT PLAYBOOK

Apparel, wind wear, and rainwear continued to perform well in Q2 FY27, building on the strong response in Q1 FY27

Continued growth in core cold-weather outerwear with growth across key styles year-over-year

IMPROVE CHANNEL PRODUCTIVITY AND CAPITAL EFFICIENCY

WHOLESALE

Strong performance reflects partner confidence in brand and growing demand for broader product assortment

Spring/Summer 2027 order book grew significantly over last year

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DIRECT-TO-CONSUMER

Advanced DTC capabilities with clienteling program and a new Shopify-powered commerce platform, improving customer engagement and inventory visibility

Opened three new stores, bringing total store count to 94 at the end of Q2 FY27

DTC revenue increased Y/Y, while DTC comparable sales[1] declined primarily due to softer store traffic. Customer engagement remained encouraging, with higher conversion, UPT and AUR Y/Y

1 DTC comparable sales (decline) growth is a supplementary financial measure. See Non-IFRS Financial Measures and Other Specified Financial Measures for more information.



VANCOUVER, CANADA



NEIL BOWDEN

Chief Financial Officer

Q2 FY27 REVENUE RESULTS

$274m

+6% Reported;+5% cc[1]

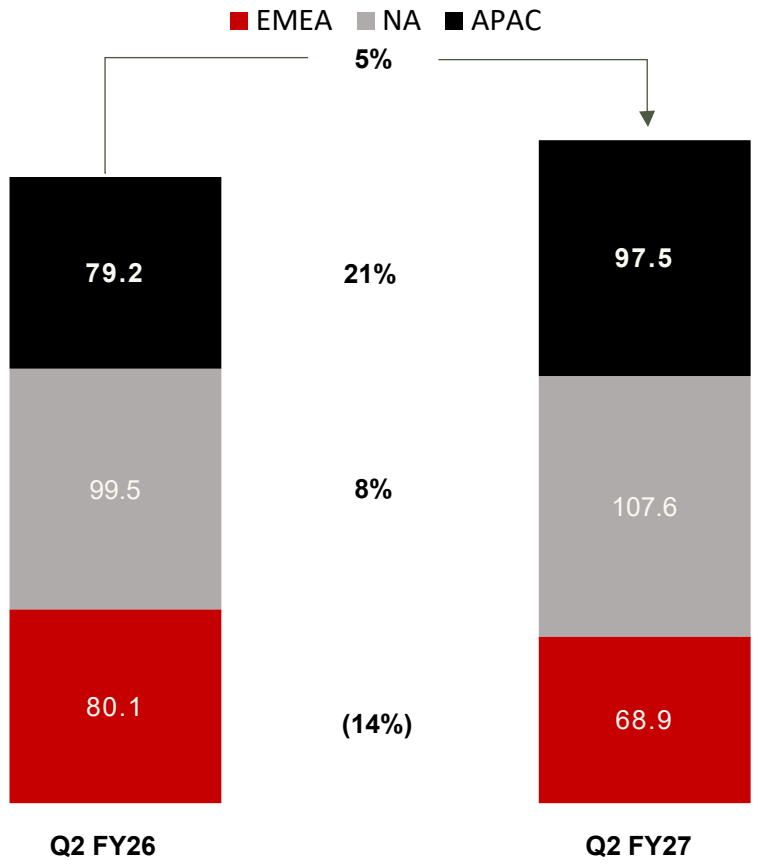
Q2 FY27 total revenue increased 5% Y/Y with growth across all our channels

DTC comparable sales[2] declined 7.5%, driven primarily by lower store traffic, not sufficiently offset by conversion gains and strength in ecommerce

1 Constant currency revenue (cc) is a non-IFRS financial measure. See Non-IFRS Financial Measures and Other Specified Financial Measures for more information.
2 DTC comparable sales (decline) growth is a supplementary financial measure. See Non-IFRS Financial Measures and Other Specified Financial Measures for more information.

Q2 FY27 GEOGRAPHIC PERFORMANCE

(in $M of Canadian dollars) (unaudited)
(Y/Y variances in constant currency[1])



ASIA PACIFIC

Solid growth in both DTC and wholesale channels

DTC comparable sales[2] declined 4% Y/Y, as softer store traffic and product availability constraints outweighed strong conversion gains

Wholesale performed well with continued momentum in Hainan Island and Korea

NORTH AMERICA

Growth driven by both DTC and Wholesale

DTC comparable sales[2] declined 4% Y/Y

Comparable sales in Canada was flat while US performance was impacted by softer store traffic

EMEA

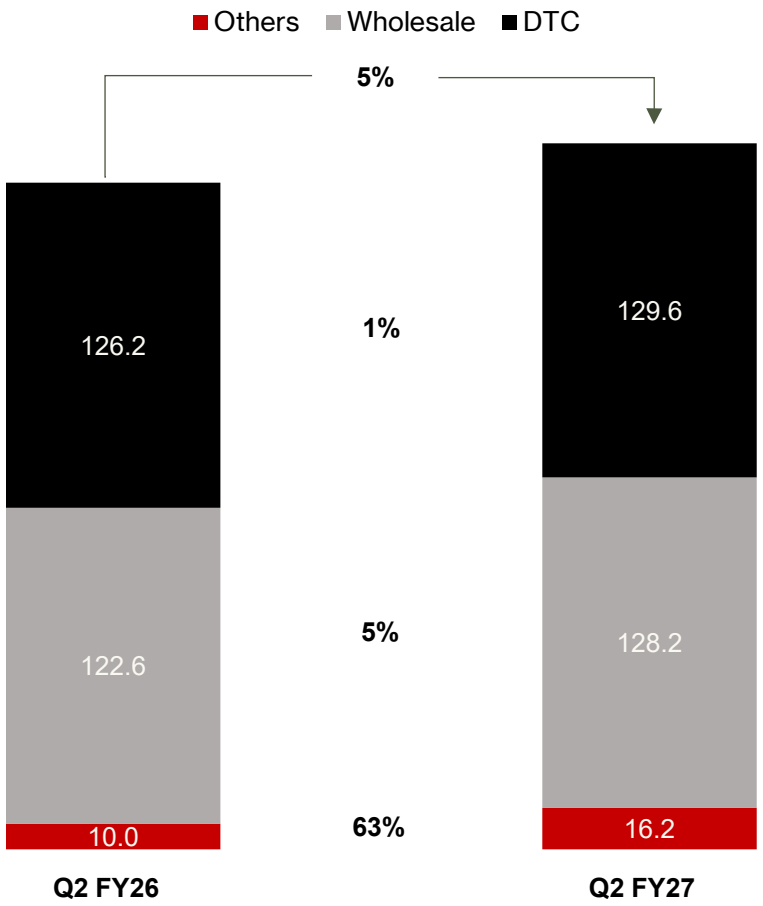
Revenue declined Y/Y with weakness in both wholesale and DTC

DTC comparable sales[2] declined 27% Y/Y due to softer local and tourist demand as well as product availability constraints

1 Constant currency revenue is a non-IFRS financial measure. See Non-IFRS Financial Measures and Other Specified Financial Measures for more information.
2 DTC comparable sales (decline) growth is a supplementary financial measure. See Non-IFRS Financial Measures and Other Specified Financial Measures for more information.

Q2 FY27 CHANNEL PERFORMANCE

(in $M of Canadian dollars) (unaudited)
(Y/Y variances in constant currency[1])



DTC

DTC up 1% Y/Y supported by mew store sales and e-commerce growth, partially offset by lower DTC comparable sales[2]

E-commerce delivered positive comparable sales[2], led by North America and Asia-Pacific

WHOLESALE

Wholesale up 5% Y/Y, benefitting from higher in-season demand and an increase in order book shipments

OTHER

Higher friends and family revenue Y/Y due to a shift in activity from Q1 to Q2 FY27

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2 DTC comparable sales (decline) growth is a supplementary financial measure. See Non-IFRS Financial Measures and Other Specified Financial Measures for more information.

INCOME STATEMENT

(in $M of Canadian dollars)

	Q2FY27	% of Revenue	Q2FY26	% of Revenue
Revenue	274.0		258.8	
Y/Y change (reported)	6%			
Gross profit	182.9	66.8%	165.7	64.0%
SG&A	204.5	74.6%	183.3	70.8%
Adjusted EBIT[1]	(21.6)	(7.9%)	(14.2)	(5.5%)
Net loss attributable to shareholders	(18.8)		(15.2)	
Net loss per basic and diluted share attributable to shareholders[2]	$(0.19)		$(0.16)	
Adjusted net loss attributable to shareholders[1]	(19.3)		(13.3)	
Adjusted net loss per basic and diluted share attributable to shareholders[1,2]	$(0.20)		$(0.14)	

Gross Margin up 280 basis points Y/Y to 66.8% due to favorable product mix, production efficiencies, and favorability from freight and duty

SG&A expense increased 12% Y/Y, reflecting costs associated with our expanded store network, higher marketing and, increased personnel and IT expenses

- Marketing spend as a % of revenue increased approximately 140 basis points Y/Y
- Channel operating costs (excl D&A) lower Y/Y reflecting disciplined approach to store labor
- Well-managed corporate expenses

1 Adjusted EBIT and adjusted net loss attributable to shareholders are non-IFRS financial measures, and adjusted net loss per basic and diluted share attributable to shareholders is a non-IFRS financial ratio. See Non-IFRS Financial Measures and Other Specified Financial Measures for more information.
2. Subordinate voting shares issuable on the exercise of stock options are not treated as dilutive if including them would decrease the loss per share or if the average daily closing share price for the period was lower than the exercise price. Accordingly, for the second quarter ended September 27, 2026, 2,564,903 potentially dilutive shares were excluded from the calculation of diluted loss per share because their effect was anti-dilutive (second quarter ended September 28, 2025 - 2,149,295 shares).

KEY BALANCE SHEET ITEMS

(in $M of Canadian dollars)

	Sep 27, 2026	Sep 28, 2025 (reclassified)
Cash	87.1	94.2
Net debt[1]	781.9	707.1
Inventory	496.6	460.7
Y/Y inventory change	8%	(3%)

Inventory dollars increased Y/Y reflecting lower than planned DTC sales, an expanded product assortment, larger wholesale order book, and planned production growth to support anticipated demand for FW26

Inventory turnover[1] up 8% Y/Y

Net debt[1] increased Y/Y reflecting an increase in store lease liabilities

Repurchased approximately 2.1M shares for a total cash consideration of approximately $24M

1 Net debt is a non-IFRS financial measure and inventory turnover is a supplementary financial measure. See Non-IFRS Financial Measures and Other Specified Financial Measures for more information.

Reiterating FY27 Financial Outlook[1]

Metric	Outlook	Drivers
Total Revenue Growth (%)	Increase by approximately low-single digits Y/Y on a constant currency basis[2]	• Supported by DTC and Wholesale growth
Adjusted EBIT Margin[3]	11% to 12%	• Gross margin expansion • Balancing investments in strategic channels with more efficient marketing and tight control of corporate costs

Our FY27 outlook assumes:

- Revenue growth is driven by pricing actions already implemented, increased depth in our product assortment, a larger wholesale order book, and new store openings, partially offset by lower consumer demand relative to fiscal 2026, including softer traffic in key markets, reduced consumer confidence, and lower travel
- Gross margin expands, reflecting the benefit of pricing actions and operational efficiencies embedded in fiscal 2026 production and favourable channel mix, partially offset by product mix, raw material inflation, and supply chain cost pressures from current disruptions
- SG&A declines as a percentage of revenue, as we balance disciplined cost management with targeted investments across channels, marketing, and technology, driving operating leverage on a consolidated basis
- U.S. tariffs announced on July 20, 2026 and effective as of August 22, 2026 to impact adjusted EBIT margin by approximately 100 basis points for fiscal 2027
- Our FY27 outlook incorporates the expected impact of the Baffin Sale and reflects our current assessment of operating conditions, underlying demand trends, and the level of execution we believe is achievable

1 This information constitutes forward-looking information, based on multiple estimates and assumptions about future events. The purpose of the outlook is to provide a description of management's expectation regarding the Company's annual financial performance and may not be appropriate for other purposes. Actual results may differ and such differences may be material. See Forward-looking Information on slide 2, 3 and 4 of this presentation.
2 Constant currency revenue is a non-IFRS financial measure. See Non-IFRS Financial Measures and Other Specified Financial Measures for more information.
3 Adjusted EBIT margin is a non-IFRS financial ratio. See Non-IFRS Financial Measures and Other Specified Financial Measures for more information.

FY27 Outlook[1] - Adjusted EBIT Margin[2] Drivers

Drivers	H1 FY27	H2 FY27
Revenue Growth	Growth in DTC and Wholesale Channels	
	~25% of full-year revenue	*~75% of full-year revenue*
Gross Margin Expansion	**Tailwind** Pricing and manufacturing and operational efficiencies **Headwind** Newly enacted US Tariffs	
SG&A Leverage	*Fixed costs are evenly spread through the full fiscal year, excluding strategic channel investments*	
Marketing	More efficient spend allocation	
Channel Costs	**Headwind** Investments in e-commerce capabilities & EMEA logistics network plus costs to expand retail network	**Tailwind** Cost leverage as revenue scales Non-recurrence of FY26 U.S. wholesale bad-debt expense and store impairment charges
Corporate Overhead	Disciplined headcount and tight discretionary controls	

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Q & A